

Survey explores Utah attitudes and knowledge about water.

Although Utah is the second driest state in the nation, it has the second highest per capita water use. Utah is also one of the five fastest growing states in the West, with a population expected to increase from 2.2 million in 2000 to about 5.0 million in 2050 (Utah Division of Water Resources, 2001). Our naturally dry conditions and high water use, combined with the increasing population, are putting a strain on our water resources. Understanding Utah’s values and opinions about our water resources is the first step to assist in water conservation efforts, as well as ensuring clean water will be available for future generations.

Demographics	Percentage of respondents or description
Respondent’s age	23 to 93 (median age = 55)
Gender	61% male 39 % female
Size of respondent’s community	36% >100,000 28% 35,000 to 100,000
Residence time in Utah	81% Over 10 years 46% Their entire lives
Education	44% College degree or higher 27% Some college
Identified primary occupation	29% Professionals 17% Retired 15% business 1% Farmers / Ranchers

Beginning in 2002, a team of Extension specialists led by Bob Mahler of the University of Idaho, has conducted water related surveys in all the western states (Mahler et al, 2004, Mahler et al, 2005). The surveys were designed to provide needs and assessment information for water quality specialists, but also resulted in interesting information for the public. In each state, the survey was distributed by zip codes to best represent population distribution and to achieve a significantly significant result. In 2004, the survey was mailed to 400 Utah residents, questioning them about their understanding, attitudes and preferred sources of information about water conservation and water quality. A total of 235 individuals responded from 21 counties. Although Utah has a large amount of open space, the survey reflects the fact that most residents live in urban areas. Table 1 lists other demographic information about the respondents.

Feelings toward the Environment

Utahns in general expressed a high level of concern for their water resources. Almost all of the respondents thought clean drinking water, ground water and rivers were very important. Water for fish habitat, irrigation, livestock, power generation, commerce/industry or municipal use were labeled as very important or extremely important by two-third to three-fourths of the respondents. In contrast, about 40% felt that water for recreation or household landscaping was only somewhat or not important. Respondents were also asked to indicate how they ranked themselves on environmental issues compared to the average American adult. About half of the respondents placed themselves in the middle of the continuum (an equal balance between total use and total protection). The other half of the respondents were

Utah Watershed Reivew to go Electronic-Only

Starting with the First Issue of 2007, Utah Watershed Review will only be available as a pdf file from the Utah Department of Agriculture and Food website: http://www.ag.utah.gov/conservation/nps_UtahWatershedReview.html.

You will receive an email alert including the website link when each issue is ready if you supply us your email address.

Please email Virginia Slighting (vsighting@utah.gov) and indicate you wish to be put on the newsletter email alert list.

Past issues of the newsletter are also available on that sight.

Because not everyone likes to read articles from a computer screen, the document size will change to a smaller 8.5 x 11” to better accommodate printing. The December 2006 issue will be the last printed on paper at the old 10. x 15.5” tabloid size.

We hope you continue to read and enjoy Utah Watershed Review in its new format.

evenly split between leaning toward natural resource use and leaning toward environmental protection.

Where do Utahns get their water?

Almost 80% of Utahns get their water from a municipal source. When questioned about drinking water, almost all these respondents felt that their drinking water was safe

Of the remaining 20% who get their water from wells or other sources, opinions on the quality of that water were more varied. About one third to one half of these individuals thought that the quality of groundwater and surface water was good and/or improving. However, about 20-30% of these individuals felt that groundwater and surface water quality was only fair to poor and/or was in a declining condition. **Approximately half of Utahans are unaware of the effects of the following on water quality...**

- Bacteria
- Fertilizer/nitrates
- Heavy metals
- Minerals
- Pesticides
- Mining wastes
- Salinity
- Pharmaceuticals

Water Quality

Almost half of the respondents said they were unaware of any of the survey’s list of possible water quality issues, except those pertaining to water conservation and drinking water. Only a small percentage of the survey respondents felt that they were very aware of water policy or economics, environmental restoration or water management issues, or of methods of assessing or preventing pollution from nutrient, pesticide or

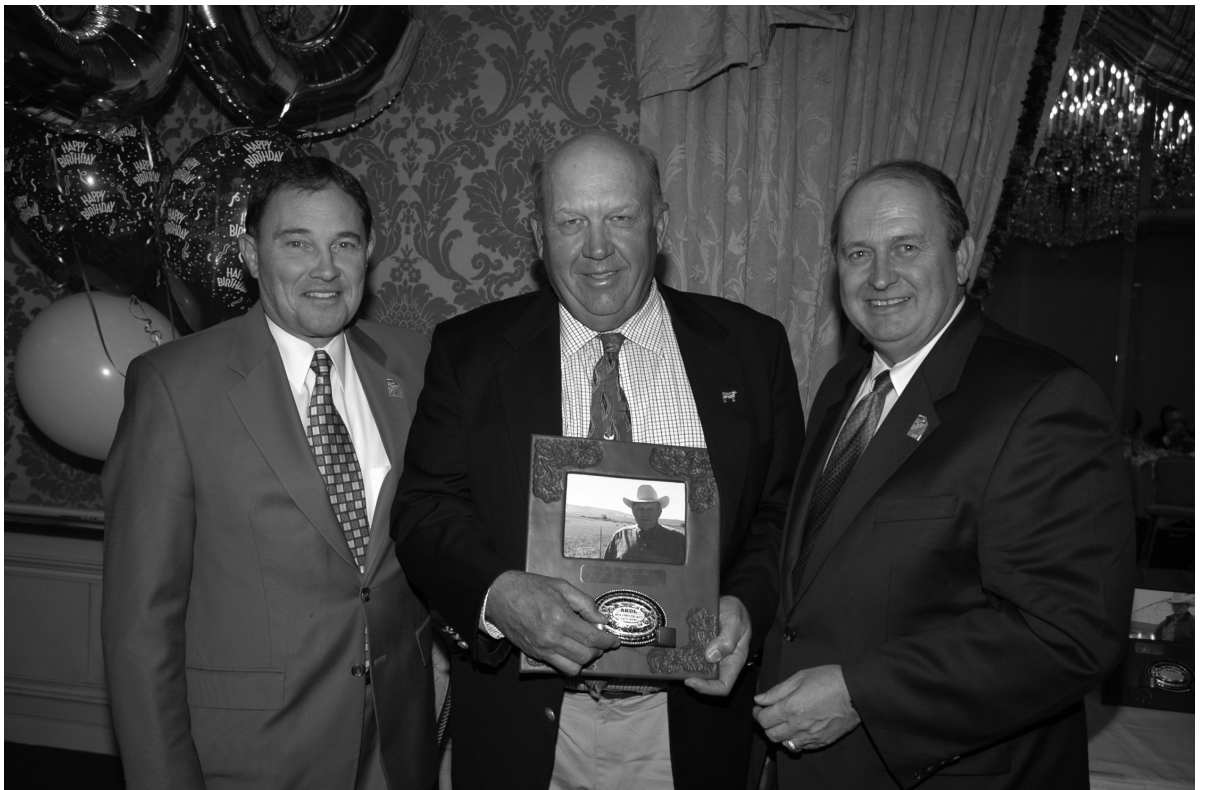
Utah Ag. Community Celebrates ARDL's at 30th

Lt. Governor Gary Herbert honored nine farmers and ranchers from Box Elder, Tooele, Summit, Juab, Kane, Duchesne, Emery and Sevier Counties during a two-hour celebration at the Salt Lake Little America Hotel Tuesday, October 17, 2006.

The Utah Department of Agriculture and Food's (UDAF) \$56 million Agriculture Resource Development Loan Program (ARDL) celebrated its 30th anniversary during a special program. The ARDL program is credited with helping hundreds of farmers remain in business, strengthen Utah's rural economy and improve the environment.

Lt. Governor Herbert and Utah Commissioner of Agriculture and Food, Leonard Blackham, honored the following farm operators with the "Lifetime ARDL Conservationist Award" that evening:

- Charles Taylor of Tremonton, Box Elder County;
- Darrell Johnson of Rush Valley, Tooele County;
- Jerrold Richins of Coalville, Summit County;
- Kent Bateman of Levan, Juab County;
- Norm Carroll of Glendale, Kane County;
- Allan Smith of Roosevelt, Duchesne County;
- Merrill Duncan of Ferron, Emery County;
- Brad Johnson of Aurora, Sevier County; and



Darrell Johnson (center), Rush Valley, UT, is presented his ARDL Lifetime Conservationist award by Lt. Gov. Gary Hurbert (left) and Utah Commissioner of Agriculture and Food, Leonard Blackham (right). In all, nine such honors were bestowed during the celebration in Salt lake City.

- David Pace of Richfield, Sevier County.
- Others recognized for their participation with the program over the years included the four living former Commissioners of Agriculture for Utah and former ARDL program directors.
- ARDL's low interest terms and 10-12 year pay-back has allowed hundreds of farmers and ranchers take part in federal cost-share programs that have resulted in significant watershed improvement throughout the state. The loan money is able to be used as the cost-share, or matching portion, which can be as much as 50 percent of a project's total cost.

CONSERVATION PROGRAM SIGN UP DEADLINES ARE EARLIER THIS YEAR

The USDA Natural Resources Conservation Service (NRCS) has announced

that statewide signups for Farm Bill conservation programs will close November 15, 2006, for the 2007 program year.

By holding signups earlier, farmers will know the results of their conservation program applications when making planting decisions for the coming crop year. The new deadlines will apply to the major NRCS conservation programs - Environmental Quality Incentives Program (EQIP), Wildlife Habitat Incentives Program (WHIP), and the Agricultural Management Assistance Program (AMA).

"Again this year we have the flexibility to hold a program signup that will end earlier in the year," said Sylvia Gillen, NRCS State Conservationist for Utah. "The Office of Management and Budget is committed to providing us with preliminary apportionments for the mandatory Farm Bill programs early in our fiscal year."

"Our agency is moving toward nationwide standardized deadlines, which should bring some stability to the application process and the expectations of our customers," said Gillen. She noted that the 2008 cutoff for sign ups will be June 1, 2007, and should remain the same thereafter.

In the Environmental Quality Incentives Program, called EQIP, farmers

can apply for cost sharing for many types of farmland conservation practices. For most practices, farmers who are awarded contracts will receive up to 50 percent of the costs of the project.

"EQIP helps active farmers with conservation on working farmland," said Gillen. "A good conservation system on working farmland is the most effective thing we can do to protect our water quality and the health of our soils on private working lands."

The Wildlife Habitat Incentives Program provides technical assistance and cost sharing to establish or improve wildlife habitat on any type of land. Five acres or more are usually required.

The Agricultural Management Assistance Program provides cost-share and incentive payments to producers who apply conservation practices that address such issues as water quality, water management, and erosion control.

All of these programs are competitive. Generally, only the most environmentally beneficial projects are selected for funding. Apply for all programs at the NRCS Office in the USDA Service Center serving your county. For more information, or Service Center locations, check www.ut.nrcs.usda.gov <<http://www.ut.nrcs.usda.gov/>> .

NRCS EXTENDS EQUIP ENERGY INITIATIVE THROUGH THE END OF DECEMBER

The Natural Resources Conservation Service (NRCS) has extended the energy initiative deadline for the Environmental Quality Incentives Program (EQIP), aimed as helping producers deal with rising energy and construction costs associated with their eligible EQIP contracts. Under the new extension, the participant must complete the eligible practice and submit the necessary paperwork along with associated receipts or bills by the close of business December 29, 2006. The NRCS will then certify that the practice is acceptable for payment by January 16, 2007.

"The energy conservation initiative has been effective at offsetting energy cost increases for EQIP participants, which has helped all of us better achieve our conservation goals in Utah," said Sylvia Gillen, NRCS state conservationist for Utah. To date, the agency has paid out almost \$7 million nationwide for the initiative. She noted that the additional extension was added since remaining funds are still available and the increased energy costs continue to be a challenge for anyone installing conservation practices.

For more information about this energy initiative and to find out if you are eligible, contact you local USDA Service Center, listed under "government" in the telephone directory. Further information about Farm Bill conservation programs are available at: www.Ut.nrcs.usda.gov <<http://www.ut.nrcs.usda.gov/>> .

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Social Marketing Forum

Social Marketing Basics

Social marketing consists of several basic components, including: understanding the target audience, creating and delivering messages that will prompt people to change certain behaviors, and forming strategic partnerships with community resources. At the core of any social marketing “package” is the principle of exchange³. Exchange is the act of giving something and getting something in return. The exchange is either equal or reasonable enough that both parties come away from the transaction satisfied. In commercial marketing, exchange could be described in terms of the purchase. One party offers \$1.00, the other party offers a can of soda pop. The goal of that exchange is that both parties will walk away satisfied. In social marketing terms, behaviors are usually the exchange currency. The challenge for social marketers is to present the new behavior in a positive way. How can you reduce the barriers to change and maximize the benefits to adopting a new behavior? That is what makes social marketing more challenging than commercial marketing

Presenting your product in the best possible way compared to the competition is known as positioning. The way you “position” the behavior you are promoting to make it somehow seem better than an existing behavior will go a long way to determining the success of your campaign. As you develop your positioning strategy as part of a social marketing campaign, keep in mind that you are competing against an existing behavior, all the other social marketing messages in the world that may apply to members of your audience, and all of the commercial media messages that bombard us daily. A great deal of thought and research has to go into how to position a social marketing message. Anything else is like throwing darts wearing a blind-fold.

In traditional outreach campaigns, the messages and the mediums by which the messages are conveyed are referred to as the tools. These outreach tools are the central focus when information and education alone are the extent of the goal. Educators deliver their message through newsletters, brochures, physical watershed models, etc. Some effort is made to reach a specific audience. However the focus is on the tool and producing a good quality product. After all, if you have a good message and you do a good job of delivering it, people are going to listen, learn and act, right? Not necessarily, because simply delivering information to people does not mean they will act on it and make sustainable changes.

Social marketing campaigns deliver messages that are strategically created and positioned to give people a compelling reason to adopt a new behavior, mind-set, or lifestyle. In order to overcome the barriers to action it is necessary to understand what the barriers are and why they exist. Researching and understanding the audience is the lynchpin that holds together a social marketing campaign.

Segmenting the Audience

There is never one audience only. Even if

you are trying to reach 100 farmers in one small geographic area, you probably will want to break down your audience into even smaller subsets of people with common characteristics. The more your audience has in common with one another, the more on target you can be with your message. Here are a few ways to segment your audience:

- Age
- Gender
- Ethnicity
- Location (geography)
- Socio-economic level (income)
- Religious affiliation
- Social affiliations
- Hobbies
- Habits (smoker, community volunteer, ATV rider, etc)
- Political affiliation
- Time in the community (length of residence)
- Employment (employer or vocation)

Audience research consists of quantitative and qualitative research methods. Social scientists and marketers use existing information, known as background, or secondary research, and primary research to learn more about the audience.

Most of this type of demographic information is available in published government reports, such as the census report. Much of this information, in non-person-specific terms, is available online, in public libraries, or at the agency offices from where the information was generated.

Often this information can be obtained in an afternoon of targeted searching on the internet. Such secondary, or background, data can be a valuable tool in targeting your campaign.

Marketing messages are designed to motivate people toward choosing a new and healthier behavior. The new behavior may improve their personal health, well-being, or the health and well-being of society. These messages are spread through the most effective media channels available to the sponsor organization.

The social marketing message must do three things to be effective. First, it must capture the attention of the audience. This alone is no easy task in a world saturated with media messages. Somehow, your message needs to cut through the din of information and stimuli that bombards us every day.

Second, the message has to be meaningful in the daily lives of the target audience. It needs to be meaningful from their perspective, not yours. The opinions of the sponsors, lead workers, consultants and partner groups behind a social marketing campaign are ultimately less important than the opinions of the intended target audiences. You can assemble the most knowledgeable and talented group of watershed and communication professionals around, but if the audience doesn't receive and act on your messages, you've failed.

Finally, keep it simple and singular (KISS). KISS your audience by giving them one practical step that they can do now. There is nothing

Keep

It

Short, simple and

Singular



like a little success to motivate people to take the next step. Nutrition and fitness experts, for example, tell people who want to lose weight and get into better physical condition to start slow. Set your goals at an achievable level. There are many things residents can do to prevent or reduce polluted storm water runoff from their property. Giving people a shopping list of best management practices can be overwhelming at this stage. Pick one behavior that is a significant cause of the pollution problem and that can yield measurable results. Make your message simple: “Scoop the poop.”

Reinforce your message through community resources at schools, public gatherings, through literature at offices where people seek information about the topic, or through word of mouth. The idea of using community resources is to further support the individual in making and sustaining the behavior change. Media messages are good at shedding light on a subject. They can even move people toward behavior change. But such short, simple messages often lack the depth to help people actually make and sustain the change.

In marketing terms, the message plus the resource equal the product. Instead of shoes or soda pop, your product, as a social marketer is the positive behavior that will improve the quality of life of the individual and/or society.

This “product” becomes part of your marketing mix.

“Survey” continued from front page

animal waste contamination.

When asked what they thought were the most important sources of water quality pollution in Utah, waste from urban areas, industry and issues pertaining to drought were top three sources listed by respondents. In contrast, the Utah Department of Environmental Quality have identified the most significant pollution sources in the state to be from agricultural activities, natural sources, hydrological modification, and habitat modification (DEQ, 2006).
At least half of Utahans have done the following:

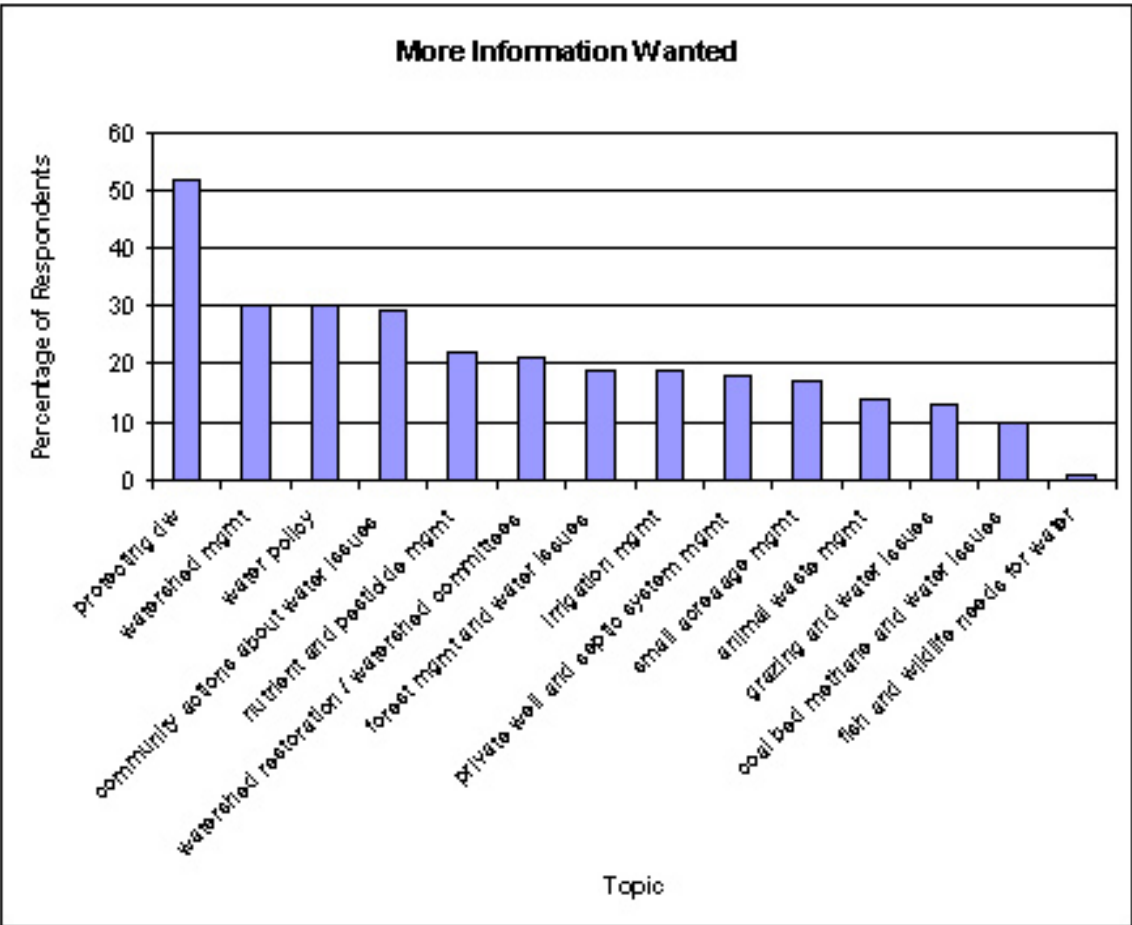
- Installed a water saving device.
- Changed yard landscaping.
- Changed water use in their home.
- Changed car washing practices.
- Disposed of year/chemical waste at an approved site.

Protecting Water

The survey asked several questions about who should be responsible for protecting water resources in Utah. Almost three-fourths of Utahns thought state or local government should be responsible, while only a very small percentage thought the federal government or individual citizens should be responsible. , Despite this fact, at least half said they had done something to protect water in and around their own home.

Water Quality Education

Informational sources used by the respondents were varied. Three-fourths of respondents have received water quality information from television or newspapers. One-fifth to one-half said they had received information from environmental agencies, magazines, other, universities, environmental groups, the Extension service or elementary/secondary schools (in descending order). Most Utahns preferred information from



newspapers, television, fact sheets, brochures and websites. Although respondents are gathering information from the media and other sources, the survey generated a list of topics on which citizens wanted more information or resources.

Where do we go from here?

Survey results indicate that there is general concern and awareness surrounding water and water quality issues. However, there also seems to be a lack of understanding of water quality pollutants, and a need for more information on various water related topics. Another problem with the survey is that very few individuals identified themselves as agricultural producers or farmers, although these are the individuals who actually manage much of Utah’s land and water resources. Additional work is planned to reach these individuals for their opinions. Surveys such as these are a good resource for water quality professionals and agencies, helping them better tailor their programs and information to meet the real needs of Utah residents. For

details about the complete survey and for more information on many of the topics discussed above, please visit www.extension.usu.edu/waterquality.

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If you have any concerns or would like additional information about the change,
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